

Souledad

Transformative Public Art
Artist: Victor “Marka27” Quiñonez
Washington Manor, South End

Proponent: City of Boston
Partners: Mayor’s Office of Arts and Culture,
Boston Art Commission, Boston Housing
Authority, Youth Lead the Change

June 7, 2022

Mayor's Office of Arts and Culture: Public Art

Artworks to reflect the people, ideas, histories and futures of Boston

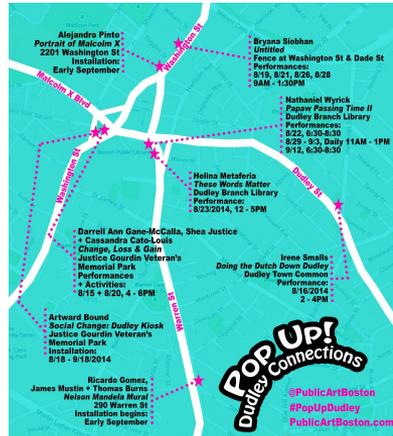
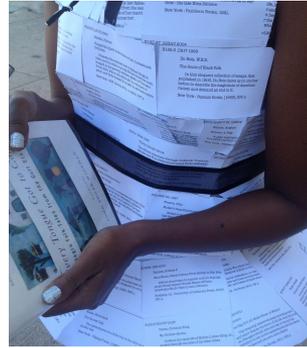


Love Thyself by Victor "Marka27" Quiñonez in Grove Hall

- **PaintBox**
 - Emerging artists paint utility boxes across Boston
 - 83 in FY22; 100 in FY23
- **Transformative Public Art**
 - Public art takes new and different forms that respond to and engage with community needs and visions for Boston
 - Project has been evolving since 2014 to meet the needs of Bostonians
 - 40 projects awarded in FY22
- **Humanizing Public Space**
 - Artists and other community members propose projects to tell Boston's stories
 - Supporting 6 long-term projects with capital funds
 - Public art is integrated into City capital investment projects
 - 25 long-term projects commissioned by the City

Transformative Public Art: POP UP! Dudley Connections! (2014)

- “Temporary public and performance art projects in Roxbury’s Dudley Square”
- Budgets ranging from \$500 to \$2,000.
- Worked with community and City partners, including Discover Roxbury, Dudley Square Main Streets, Department of Neighborhood Development, Parks Department, The Boston Public, Library, Artward Bound
- 8 projects in totaling \$10,945



Transformative Public Art: Quincy Corridor/Grove Hall (2017)

- We commissioned five art projects in Grove Hall that embrace the neighborhood's identity and add to a strong sense of place.
- The projects included:
 - An interactive Affirmation Station by Chanel Therwil
 - The mural "Afro Futurism/ Breathe Life" by Rob "Problak" Gibbs at 324 Blue Hill Avenue
 - A series of banners entitled "On the Shoulders of Giants" by Laurence Pierce
 - The mural "Powerful Knowledge" by David "DonRimx" Sepulveda at the Grove Hall Branch of the BPL
 - The mural "Love Thyself" by Victor "Marka27" Quiñonez on Quincy Street



Transformative Public Art: Year 1 (2019)

- Interested in murals and temporary projects with social practice, participatory artmaking, or educational programming that celebrated the diversity of Boston.
- Budgets ranging from \$5,000 to \$20,000.
- Artists could propose projects on public or private property (with permission from property owners).
- Released call in July and announced seven funded projects in August totaling \$75,000

**several murals weren't installed until following summer*



Transformative Public Art: Year 2 (2020)

- Call to artists released in April 2020.
- Looked for artworks that respond to COVID-19 and provide creative approaches to public connections and community rituals at a time of disorientation and insecurity.
- Two categories: Now and Later (projects that were ready to be implemented immediately, and the research and development of future projects)
- Supported 24 projects totaling \$35,000.



We Did It!

116 JOINED THE LIVE STREAM

25 BACKERS

**\$520 RAISED FOR
BOSTON MUSIC MAKER FUND**

WWW.HIPSTORY.ORG/HSHP



Transformative Public Art: Year 3 (2021)

- Focus areas:
 - Creating spaces to reflect on and share what joy means to Boston and re-imagine more equitable policies and practices that promote joyful access to public space and other services
 - Providing ways for residents to safely reconnect with communities
 - Investing in recovery and renewal through supporting arts and culture workers
- Allocated \$750,000 in funding for mural projects at 10 sites across nine neighborhoods (Opportunities 1 and 2)
- Funded 27 short-term public art projects and activations with grants totaling \$323,950 (Opportunity 3)



CITY of BOSTON

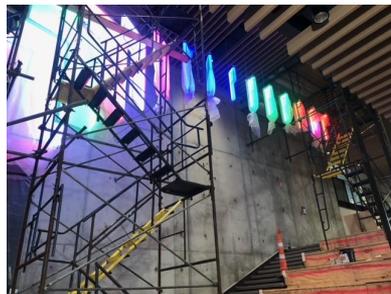


**TRANSFORMATIVE
PUBLIC ART 2021
THE JOY AGENDA!**

Mayor's Office of Arts and Culture



Mayor's Office of Arts and Culture: Public Art in 2022



Transformative Public Art: Historic and Cultural Preservation

Once Upon a Neighborhood

A TIMELINE AND ANECDOTAL HISTORY OF
THE SOUTH END OF BOSTON



Alison Barnet

*Taken out of my Once Upon
a Neighborhood*

Nov. 1966 "Negro Art on Display in So. End." The Negro Artists' Association of Boston, a four-year-old group of 40 local artists, exhibits at the Bridge, 531 Mass. Ave. Muralist Gary Rickson, who grew up in the Lenox Street project, is president.

Summer 1968 Kevin H. White takes office as mayor. He kicks off "Summerthing," with Katherine Kane administrator, a program of outdoor concerts and murals. The original idea is to keep the city quiet and free from riots, but Summerthing becomes much more than that, with events ongoing through the early 1980s. Concerts, some held at Harvard Stadium, feature the Byrds, Bo Diddley, the Grateful Dead, Janis Joplin, the Supremes, B.B. King, Tina Turner, the Boston Ballet, and more.

1969-1970 Heyday of Summerthing murals by Dana Chandler, Roy Cato (Jr. and Sr.), Gary Rickson, and many others. Yantee Bell paints the mural at Washington and E. Concord St. next to Dairy Queen, Sharon Dunn at 4 Yarmouth St. (Mel and Joyce King's house). Dunn's is one of very few murals that survive into the 2000s.

The mural project is directed for Summerthing by Adele Seronde, an artist who writes a report "The City as Museum." Summerthing supplies paint, brushes, scaffolding and donors. Drew Hyde, director of the Institute of Contemporary Art, is a prime mover. Many murals are painted on neighborhood buildings scheduled for demolition by the BRA.

Many have black power themes. Controversial is Dana Chandler and Gary Rickson's 90-foot high painting at Columbus and Mass. "The editorializing of the work did not go down well with some whites in high places" One of Roy Cato, Jr.'s murals has at its base the words WE ALL BELONG HERE. He tells the *Boston Globe*: "I live in two communities, really."

1970 From a scaffold several stories in the air, black artist Yantee Bell paints a Summerthing mural on the wall of the Hasiotis funeral home next to the Dairy Queen on Washington St., corner of E. Concord. In 1971, he is part of the National Endowment for the Arts Visual Arts Program.

Transformative Public Art: Historic and Cultural Preservation

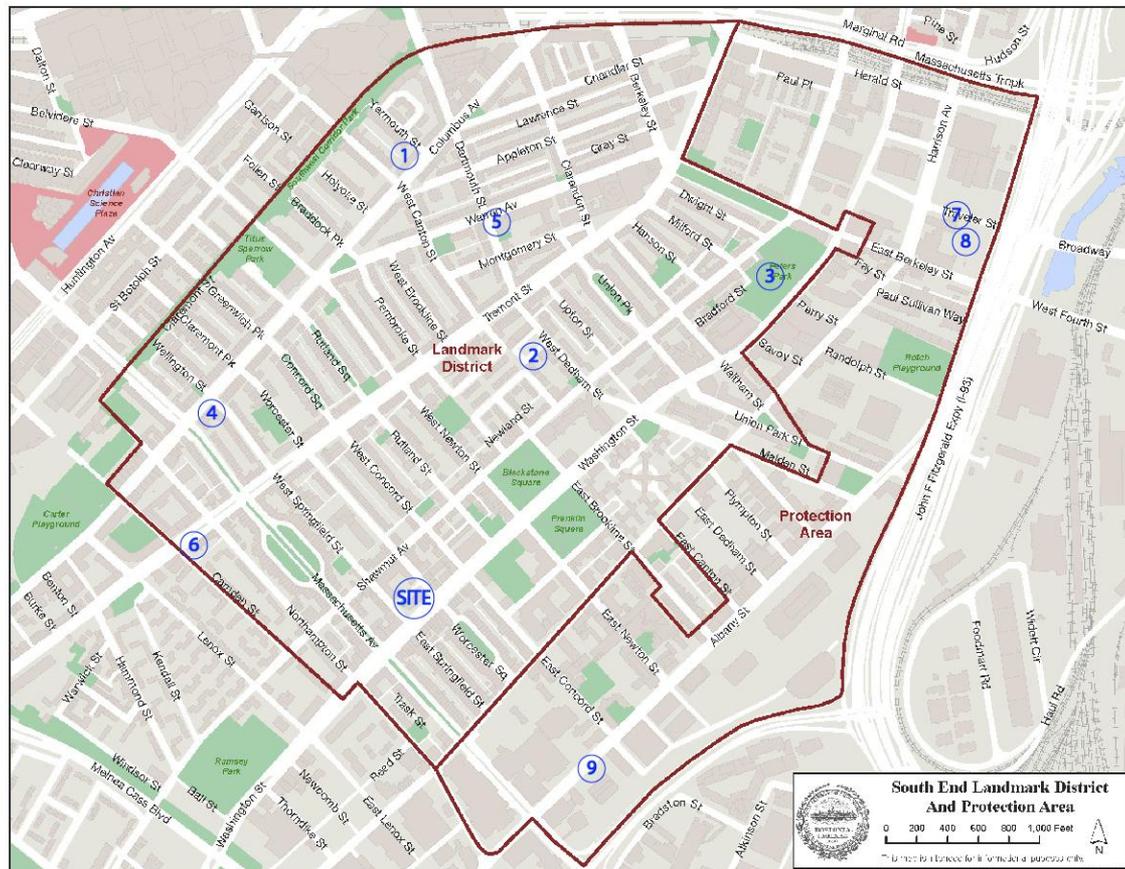


Figure 1: photo courtesy of South End Historical Society (1972)

- 1974 Gary Rickson paints a mural called “Value Life” at Braddock Park. Where the Harriet Tubman House will be built at Columbus and Mass. Aves., he and Dana Chandler install a mural on the theme of H. Rap Brown and Molotov cocktails. Gary does the top part, Dana the bottom. Rickson grew up in the Lenox St. project and “on the stage,” taking dance classes with Anna Bobbitt Gardner. Chandler paints murals in Roxbury and the South End from 1968 to 1974.
- 1976 Arnold Hurley and Gary Rickson’s Frederick Douglass mural is installed at Douglass Square on Tremont St. Roxbury.
- 1977 Northeastern University establishes the African American Master Artist-in-Residence Program (AAMARP), and Dana Chandler, Jr. or “Akin Duro” is the first director. He is also the first artist to exhibit at Northeastern’s Art Gallery, founded in 1975; the exhibit is called “If the Shoe Fits, Hear It!” A 1967 graduate of Mass. College of Art, Chandler is a lecturer at Simmons College who lives at the Piano Factory and rents a studio on W. Brookline St. From 1968 to 1974 he paints murals in Roxbury and the South End.
- Nov. 1994 After Wollaston’s supermarket opens on the site of the old Castle Sq. A&P in Nov., Heidi Schork receives a grant from the BCA to work with South End children on a mural across from the supermarket called The Community Garden. In 1991 she applies for a job through Boston Parks and Recreation and begins working on a Codman Sq., Dorchester, mural—the first time the Parks Dept. employs young people in an arts-related project. After more community murals

- around the city, Schork rents a basement studio at the BCA, but the presence of teenagers becomes an issue and she is evicted in 1996 [*glue*].
- 1999 Jameel Parker, young graduate of the Museum School, creates the mural that wraps around the front and one side of the Harriet Tubman House, 566 Columbus Ave. “Honor Roll” is about the history of the South End, depicting musicians at the Hi-Hat (which predated the Tubman House at the site) and life-long residents, bringing the story up to date. The Boston Art Commission sponsors his work. He dies in 2017.
- 2007 The African American Latino Alliance (five graffiti artists) spray paints a mural called “Soul Revival” in Peters Park on-the-first legal graffiti wall in Boston, so designated by Mayor Flynn in 1986. Ten years later, the mural is redone by graffiti muralist Gennaro “Gio” Ortega and his crew, but the redo is not without controversy. The old crowd understands the importance of the wall while new residents, without the history, would rather “improve” the park. Nearby neighborhood associations put out a call for new artists.
- Sept. 2012 Changes at the Boston Medical Center’s atrium building threaten to remove or destroy a second floor mural/exhibit of University Hospital history, and a committee of local historians is formed. The mural, complete with artifacts, such as a homeopathic kit, remains intact for the time being, but Boston Medical Center plans to close its E. Newton St. atrium building and shift inpatient care to the former City Hospital side of the hospital, and in 2018 Lemuel Shattuck Hospital buys the building..
- 2013 Unveiling of Frieda Garcia Park on Stanhope St. Craig Halvorson, a former South End resident, works with John Hancock to design the park. Born in the Dominican Republic, Garcia was director of United South End Settlements from Jan. 1981 until July 2001 and director of consultation and education at the Dr. Solomon Carter Fuller Mental Health Center before that. She is involved with several other groups, co-founded La Alianza Hispana and was its first director. Inspired by children’s drawings of birds, artist Lisa Houck, who has a studio on Albany St., creates the park’s ceramic tile murals.
- 2013 A mural outside St. Stephen’s Church memorializes Jorge Fuentes, a teen program member shot and killed in Dorchester.
- June 2015 “Landmark Mural Faces Extinction...The mural of two whales frolicking with their calf on the side of the Planet Self Storage building at 33 Traveler St. will be completely obscured by another Ink Block condominium building that is already under construction” [*Boston Courant*].

Transformative Public Art: Historic and Cultural Preservation



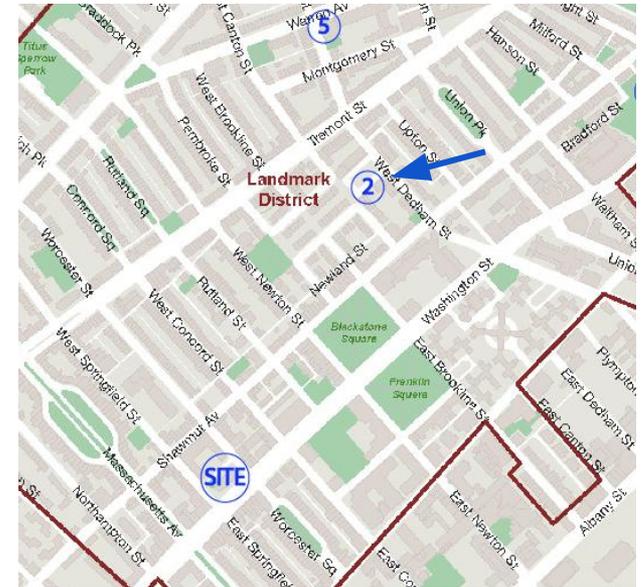
Transformative Public Art: Historic and Cultural Preservation

South End Landmark District and Protection Area Murals

2. *Ramon E Betances, Lili Ann Killen Rosenberg, 1977*



100 West Dedham Street (Villa Victoria)



Transformative Public Art: Historic and Cultural Preservation

South End Landmark District and Protection Area Murals

3. *Reflect the Times*, Genaro “GoFive” Ortega, 2017



1277 Washington Street (Peter's Park)



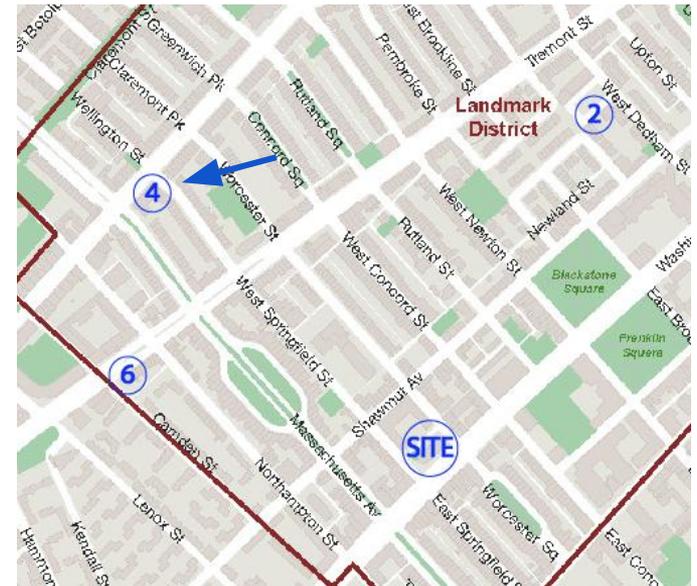
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South End Landmark District and Protection Area Murals

4. *Honor Roll*, K. Jameel Parker, 1999 (removed)



566 Columbus Ave (Harriet Tubman House)



Transformative Public Art: Historic and Cultural Preservation

South End Landmark District and Protection Area Murals

5. *Love is the Answer and the Question*, Ari Hauben, Evite Designs, and the Scholars Brigade, 2016

90 Warren Street (McKinley South End Academy)



Transformative Public Art: Historic and Cultural Preservation

South End Landmark District and Protection Area Murals

6. *Breathe Life 3*, Rob “Problak” Gibbs, 2019



808 Tremont Street



Transformative Public Art: Historic and Cultural Preservation

South End Landmark District and Protection Area Murals

7. *Whale Wall*, Ronnie Deziel, 1998 (refreshed 2015)



Traveler Street



Transformative Public Art: Historic and Cultural Preservation

South End Landmark District and Protection Area Murals

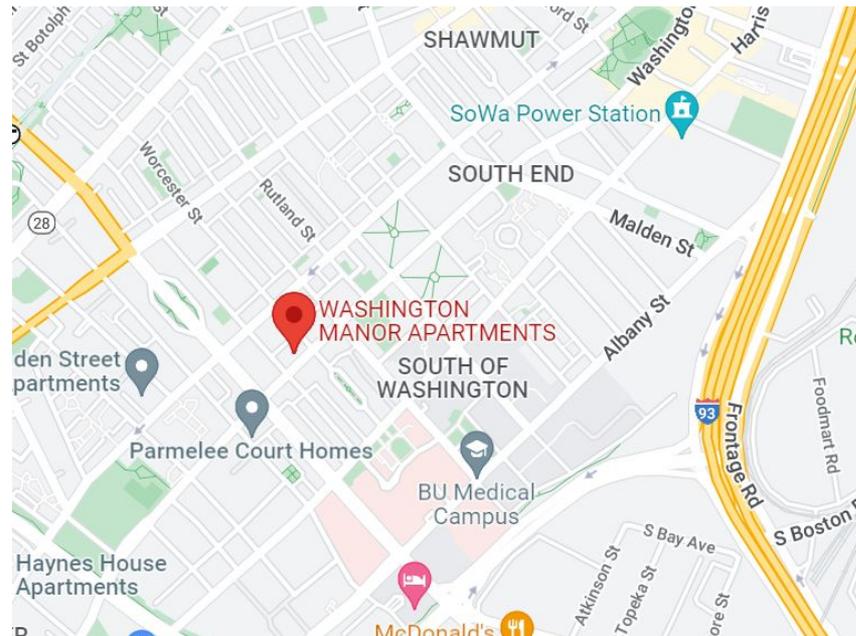
8. *The Whale*, Tyson Andre, 2015



33 Traveler Street



Transformative Public Art: *Souledad* by Marka27



Proposed Location: Washington Manor Apartments; 1701 Washington Street; South End Landmark District

Transformative Public Art: *Souledad* by Marka27



Top left: *Love Thyself*, Grove Hall; **Bottom left:** *Back to the Essence*, Magazine Street, Newmarket; **Right:** *Coexist*, Harrisburg, PA

Transformative Public Art: *Souledad* by Marka27



Transformative Public Art: *Souledad* by Marka27



Transformative Public Art: *Souledad* by Marka27



SOUTH END LANDMARK DISTRICT COMMISSION TO REVIEW "SOULEDAD" BY VICTOR "MARKA27" QUIÑONEZ

This mural is proposed for Washington Manor, located at 1701 Washington Street in the South End. It was commissioned as part of the City of Boston's Transformative Public Art program.

Inspired by the long history of cultural gatherings at Villa Victoria, "Souledad" depicts several African, Neo-Indigenous, and Chinese symbolic images representing prosperity, luck, longevity, and double happiness.

Join us!

PUBLIC HEARING: TUESDAY, JUNE 7 5:30 PM

The South End Landmark District Commission will determine if the mural can be installed. Submit testimony and RSVP to the meeting at tinyurl.com/souledad



Left: Flyer for SELDC meeting Right: Second community meeting May 31, 2022 with Marka27 at Washington Manor



Transformative Public Art: *Souledad* by Marka27



1701 WASHINGTON ST FRONT VIEW



Transformative Public Art: *Souledad* by Marka27



1701 WASHINGTON ST FRONT VIEW

- **Mother with radiant child**
The Mother represents the giver of life and the child represents its ancestors future and legacy. A legacy of kings and queens.
- **White lotus**
The Lotus is seen as a symbol for resurrection and unwavering faith. Multicultural patterns will be placed onto the mural to represent the communities diversity.
- **Authentic Chinese dragon**
The dragon symbolizes prosperity and abundance. The dragon, also spelled in Chinese as lung, long, or loong, is powerful and can overcome all obstacles because it's valiant and heroic. It's also a great protector of the people and their wealth.
- **African textile wrap with Puerto Rico Flag**
There are also indigenous Taino Symbols placed over the Dragon that represents The rich Puerto Rican community in the South End and Villa Victoria.
- **Asian style clouds**
- **Cherry blossom tree**
The cherry blossom signifies power in China, and according to the Chinese culture, it is also a symbol of feminine dominance. It indicates female beauty, it is often gifted as a symbol of life in this country.
- **Chinese symbols for prosperity, luck, longevity, and double happiness**



Prosperity



Luck



Longevity



Double Happiness

Transformative Public Art: *Souledad* by Marka27

Installation methods

Exterior premium primer: Sherwin Williams Emerald Exterior Acrylic Latex Paint

- This premium paint and primer in one allows you to achieve stunning exterior results that stand the test of time in fewer coats.
- Offers premium performance that stands the test of time, coupled with exceptional beauty and excellent application.
- Offers resistance to blistering, peeling, fading and dirt pickup, as well as a mildew-resistant coating.
- Self-priming with a smooth, uniform appearance.
- Meets the most stringent VOC regulations and is backed by a limited lifetime warranty.

Exterior Aerosol Paint: Montana Gold

- Montana GOLD is the perfect tool for all artists and creative workers. The specially developed low-pressure system guarantees maximum accuracy to meet the highest requirements, while the high-covering and quick-drying acrylic lacquer provides ease and accuracy during painting with no cracking or color bleaching.

VANDLGUARD Clear Coat

- Protects interior and exterior, painted and unpainted, vertical surfaces such as concrete, stucco, EIFS, brick, and wood while still letting the surface breathe.
- Apply with an airless sprayer or roller -- use one coat for 1 year of protection, 2 coats for 5 years of protection, and 3 coats for 10 years of protection.
- Dries clear with a semi-satin finish that will not yellow, crack, or peel over time.
- Protects surface up to 10 years and is eligible for a warranty.

Thank you

Karin Goodfellow

Director of Public Art
Mayor's Office of Arts and Culture
Boston Art Commission

Victor "Marka27" Quiñonez

Artist

Lueteshia Raymond

Special Assistant to the Administrator
Boston Housing Authority

Sarah Rodrigo

Senior Public Art Project Manager
Mayor's Office of Arts and Culture



1701 WASHINGTON ST FRONT VIEW